



HERITAGE NEW ZEALAND
POUHERE TAONGA

Tairangahia a tua whakarere; Tatakihia nga reanga o amuri ake nei
Honouring the Past; Inspiring the Future

POSITION DESCRIPTION

Job Title	Manager Communications
Directorate/Team	Organisational Development
Report To	Director Organisational Development
Role Purpose	The Manager Communications is responsible for ensuring the organisation is best reflected accurately, fairly and consistently as this country's lead heritage organisation to internal and external stakeholders by providing timely, effective and high-standard written and oral communications, publications and presentations.
Direct Reports	Māori Heritage Advisor Promotions Advisor
Key Relationships	Internal – Director Organisational Development, Director Regional Services, Communications Advisor (Regional Services Team), Outreach Advisors, all Heritage New Zealand staff. External – Editor of <i>Heritage New Zealand</i> , Media, Members of Heritage New Zealand, external suppliers, government agencies.

Key Responsibilities

	Deliverables/Outcomes
Performance Accountability (1)	Ensure a consistent message is delivered in all communications (written, oral, visual, pictorial and electronic) so the organisation's values, responsibilities and internal/external relations are reflected accurately and, where possible, positively. Provide advice and support on media management, communications and social media.
Performance Accountability (2)	Edit and ensure the production of four issues of Heritage Quarterly and 12 issues of Heritage This Month each year.

Performance Accountability (3)	Produce written material for media, Heritage New Zealand members, external suppliers (including Heritage New Zealand magazine), other organisations (including government agencies) as required. Have overall editorial control of all social media platforms, including Facebook
Performance Accountability (4)	Manage the delivery of promotional activities in conjunction with the Māori Heritage Advisor and the Promotions Advisor to best represent the work of Heritage New Zealand staff, properties and associated interest groups where partnerships are found.
Performance Accountability (5)	Provide performance management and professional development opportunities to direct reports within current Heritage New Zealand policies and procedures.
Internal and External Relationship Management	Establish and maintain positive professional relationships internally and externally (particularly with stakeholder agencies).
Bi-cultural Responsiveness	Manages to ensure that the Treaty of Waitangi (Te Tiriti O Waitangi) and the vision for Maori Heritage (Tapuwae) are promoted.
Health and Safety	Ensure all requirements of health and safety are exceeded.

Person specification - Essential Competencies and Attributes

Communication	Communicates clearly and effectively with a wide range of people and situations in order to explain and influence. Skills include: <ul style="list-style-type: none"> • Written and oral communication that is clear, concise and compelling. • Listens actively and constructively and encourages participation and mutual understanding. • Clearly and courteously communicates the position of Heritage New Zealand Pouhere Taonga and maintains it when required, even when in conflict with stakeholder views.
Professionalism	Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance. Sets high standards of excellence and quality of performance in both self and others. Is forward-thinking and committed to seeking positive heritage outcomes, pro-active approaches and innovative responses.
External Relationship Building	Builds and maintains positive and constructive working relationships externally.

	<p>Achieves clear and effective two way communication with a wide range of people in all situations.</p> <p>Is respectful to the needs of the organisations customers and of heritage stakeholders.</p>
Team Relationships	Fosters and exhibits a strong team spirit, as a team member within the Organisational Development team and wider organisation.
Organisational Behaviours and Values	Demonstrates the organisational behaviours and values.

In everything we do, Heritage New Zealand Pouhere Taonga staff demonstrate the following behaviours:

- **Tairangahia – Honouring and Respectful**
- **Kotahitanga – Collaborative and Unified**
- **Tatakihia –Inspiring and Progressive**
- **Manaakitanga – Considerate, Demonstrates Integrity and Authoritative**

Desired Qualifications and Professional Experiences

Professional Experience and Credibility	<p>At least three years’ experience working in a marketing, media or communications environment, with particular experience in media management, writing, editing and internal and external communications – for a range of audiences and publications, particularly electronic media.</p> <p>A high level of computer literacy.</p> <p>Some experience at using content management systems and responsibility for social media would be valuable</p> <p>Is an excellent writer and editor (strong proofreading), and an eye for design.</p> <p>Has advanced communication skills;</p> <p>Proven ability to research and compile information into a form that is accessible for others.</p> <p>Knowledge and understanding of te reo and tikanga in a bi-cultural workplace environment.</p> <p>Staff management experience is desirable.</p>
A tertiary qualification	Desirable in a relevant discipline, such as communications, journalism and/or media studies

